

VISION EXPO

2022 VEGAS

SHOW DAILY

PUBLISHED BY **VM** VISION MANAGEMENT IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO

FRIDAY
SEPTEMBER 16

Gather in the OptiCon Hub

Join fellow opticians, contact lens practitioners, allied health professionals, optical assistants and office managers, frame buyers and lab technicians at the OptiCon Hub. The education program covers six key subjects including: optical technology; allied health; contact lens; practice management; business solutions; and ABO and NCLE Basic and Advanced Exam Review courses. New this year, both the ABO and the NCLE Practical Exam Review courses will be available for those attendees considering taking those exams. Stop by to take a break, connect and recharge before heading to your next meeting or education course. Turn to page 38 to read more about what's happening in the OptiCon Hub. ■



The Show Continues With Trailblazing Trends, Innovations and Opportunities for Connection



Vision Expo West 2022 continues today with an impressive lineup of special events and education, both on and off the Show Floor. On The Show Floor, the Innovation Stage will host a series of educational panels on topics ranging from myopia management to the latest advances in virtual reality and vision therapies.

The Innovation Stage kicks off today at 10:00 am with the latest AREDS2 research presented by Bausch + Lomb's Dr. Jeffrey Gerson. This will be

followed by a presentation from Hoya Vision Care on ways to optimize lens performance at your office.

At 11:30 am, the Innovation Stage will host an additional panel discussion on myopia, highlighting the latest innovations in myopia management, equipping practitioners with communication tools for parents and patients and providing insight into the perspectives and experiences of ECPs on the leading edge of myopia management.

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Question of the Day

Why did you come to Vision Expo West and what are your priorities at the Show?



Vincent Gori, OD
Dynamic Eyecare
Las Vegas, Nevada

"I am looking at new procedures for treating eye disease, especially dry eye, which I am trying to add to the practice as a revenue stream."

Continued on page 88

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Enjoy the OWA's Annual Networking and Raffle Event

The Optical Women's Association's annual networking reception returns in-person, so enjoy hors d'oeuvres and cocktails while networking with friends. Back by popular demand is their online auction with mobile bidding, alongside the traditional raffle, offering designer items, jewelry, electronics, gift certificates, and much more. All proceeds go to Professional Development Programs. The event will take place on Level 3 - Venetian, in Murano Room 3304 from 5:30 - 7:00 pm. Advance registration is required.



Let's Party With ODs on Facebook

The ODs on Facebook Party will take place from 7:30 to 9:30 pm at Drai's Beachclub and Nightclub located at 3595 S. Las Vegas Blvd. Free

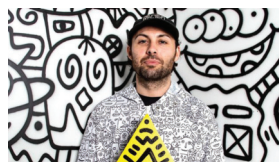
Dr. Alan Glazier
FLUORESCENCE

for all eyecare professionals, attendees are invited to make in-person connections with online friends from ODs on

Facebook, gaze over the strip and dance the night away. Vision Expo West badges are required for entry.

Check Out This Year's Live Artist Interactive Activation

On your way to the show floor, stop by the Hall C main entrance to take a look at this colorful and dynamic "vision board" style mural in progress. You are the focus of this 40-foot interactive art exhibit. Help world-famous artist Adam Rellah (@prettydone) tell our industry's story by answering two questions about your vision: What's the most beautiful thing you've ever seen? And, How do you envision your best future? Throughout the course of the show Rellah will use your responses for this captivating mural.



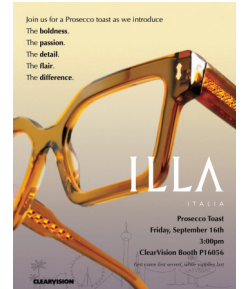
Enjoy Some Bubbles in the Attendee Lounge



Head to the Attendee Lounge on Level 2 today from 4:00 - 6:00 pm; for complimentary poured Prosecco and sparkling water in a happy hour-esque treat for attendees. The Attendee Lounge is sponsored by Etnia Eyewear Culture.

Head to ClearVision for the Debut of ILLA

To celebrate the release of their new Italian fashion eyewear collection ILLA, ClearVision is holding a prosecco toast at their Booth #P16056 today at 3:00 pm. You can also check out their Aspire Glide and Advantage kid's collections, which are also being launched. While you're there, ask about some of ClearVision's other promotions like refer-a-friend gift cards, credit on first orders and surprise gifts for anyone who sets up an appointment. They'll also have popcorn and swag giveaways, PPE available to buy, Steve Madden hats and a scavenger hunt.



A Celebration With Safilo

Today at 2:30 pm, show attendees are invited to the Safilo Booth #P14022 to join Safilo Group's CEO Angelo Trocchia and the new president and CCO of North America, Francesco Rinaldi Ceroni, for a celebratory prosecco toast—complete with customized cookies—to commemorate Safilo Group's 60th anniversary of commercial presence in North America.



The Career Zone Returns Tomorrow

The Career Zone-Student Lounge returns to Vision Expo West 2022 tomorrow, Saturday, September 17 from 10:00 am to 4:00 pm. Located in The Union, Booth #U23019, the Career Zone-Student Lounge will serve as a central hub for students and young professionals to network with participating companies, all of which are actively recruiting and seeking new talent. Vision Expo West 2022 will offer students exclusive registration benefits including free Exhibit Hall admission and access to complimentary education.



More →

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Discover All EssilorLuxottica Has to Offer

In addition to featuring many of their iconic frames and lens brands and launching new collections and features, EssilorLuxottica's Booth #P13065 has a lot to check out. Immerse yourself in Ray-Ban's brand history and heritage through a video simulation, and test the durability of AR coating Crizal Sapphire HR. You can also play EssilorLuxottica's larger-than-life word game, Lens With Friends, or visit Oakley's gaming booth so you can personally test out the new Oakley Prizm Gaming Lens Technology.

EssilorLuxottica

See What's New From Aspex Eyewear

Stop by the Aspex Eyewear Booth #P19013 to discover their latest releases and technologies, and to take advantage of their promotions. Aspex is giving you an Amex gift card with your purchases. Offers range from a \$75 gift card when you buy 16 frames, all the way to a \$275 gift card when you buy 50 frames. These promotions are available for all Aspex Eyewear brands, including: TurboFlex, EasyClip, EasyTwist, Takumi, Paradox, Cool Clip, Cargo, EasyTwist N Clip, iChill and OAK NYC.



See the New MaximEyes.com From First Insight Corporation

Are you searching for an intuitive, easy-to-learn eyecare software with all the tools you need to maximize efficiency? Focus on your patients with fewer clicks and faster navigation with the newly redesigned MaximEyes.com. Visit the First Insight Corp. Booth #F6059 to check it out and take advantage of promos like 100 percent off MaximEyes.com setup fees and a free Fast Pay Health insurance billing and collection service practice analysis. You can also enter daily \$200 cash drawings.



Learn About IbisVision's Remote Vision Testing Software

At IbisVision's Booth #F11098, see remote eye testing in action. They will be demoing the IBIS-Connect platform, the telemedicine solution that allows you to examine your patients' eyes wherever they are, as well as revealing online refraction features for the first time in the U.S.



Stop By and See Coburn Technologies



At their Booth #F6075, Coburn Technologies Inc. will have live demos of systems like their new Integrity Alloy Recovery System. They will also be showcasing their entire automated post-polishing line: the waterless Agility Lens Autodeblocker, Duality De-Taper & Cleaner, and Velocity Spin Optical Coater.

ImageWear Features a Live Artist

See wearable art come to life today at ImageWear's Booth #P16042 as they showcase live artist Sunflowerman (@sunflowerman) with their brand Robert Graham. While you're there, be sure to check out eyewear and sunwear from Revolution, Stepper, Betsey Johnson, Callaway, Van Heusen, Kay Unger, Phoebe, Transformers, TMNT, My Little Pony, Nerf and Paw Patrol, too.



Visit Eight to Eighty Eyewear for a Chance to Win

Be sure to check out Eight to Eighty Eyewear at Booth #P18027 and enter to win 250 pieces of Affordable Designs. This is a \$1,500 value and the best part is the winner can choose the frames from the Affordable collection.

And you can't leave without checking what their other brands have to offer from Serafina Eyewear, Lite Designs Eyewear, Brooklyn Heights Eyewear, Maxx Eyewear and Kid Twist Eyewear. ■



EssilorLuxottica NA Wholesale Elevates Sales Leadership to Serve Independent Optical Channel

NEW YORK—In order to continue growing its support for independent ECPs while leveraging the combined resources of the entire group, EssilorLuxottica N.A. has announced changes to its wholesale organization. Ludovic Ladreyt is named chief commercial officer – U.S. Optical. An accomplished leader with over 25 years of experience, most recently serving as SVP optical sales, Wholesale NA, Ladreyt will now be responsible for the broader U.S. optical organization inclusive of frame, lens and lab sales across national accounts, regional accounts and independents.

“He has made invaluable contributions to the business over the past decade and continues to deliver on EssilorLuxottica’s commitment to growing the eyewear and eyecare universe,” the company said. In this new capacity, Ladreyt will report directly to Fabrizio Uguzzoni, president of Wholesale North America for EssilorLuxottica.

The following people will now report to Ladreyt:

- **Jessica Kozak**, SVP of U.S. regional and independent ECP sales will expand her perimeter by leading the U.S. independent business development and strategy for both frames and lenses to optimize the independent ECP experience across the company’s full commercial offering, the announcement said.
- **Valerio Parisi** has been promoted to SVP of U.S. regional and independents channel for frame sales.
- **Matt Tackman**, SVP – U.S. optical national accounts will expand his role to cover lab, lens and frame sales.
- **Cha-ling Delgado** has been promoted to vice president, U.S. national accounts for frames and will report to Tackman.

EssilorLuxottica

“These changes give us a better opportunity to synergize comprehensive commercial programs to create a stronger value proposition. We want to support our customers in growing, thriving and creating the biggest impact they can have on their community,” said Uguzzoni. “Ludo and his leadership team have what it takes to support and partner with our customers at the next level.” ■

Former RevolutionEHR Co-Founder and CTO Jim Schneider Joins RevCycle Partners

CHICAGO—Former RevolutionEHR co-founder and chief technology officer (CTO) Jim Schneider has joined RevCycle Partners as CTO. Schneider will lead the design and build out of a comprehensive RCM (Revenue Cycle Management) portal to support RevCycle Partners’ rapidly growing team of insurance billers, eligibility and benefits team members, and credentialing experts. “RevCycle Partners has become one of the largest RCM companies in the industry,” said Schneider. “And I’m excited to jump back into eyecare and apply the

latest technologies to automate and manage the litany of tasks of the insurance billing processes.”

RCM vendors feel the same labor cost pressures that eyecare practices are experiencing as they struggle to hire staff. “Our service delivery model is centered around a U.S.-based staff with in-practice eyecare experience,” said RevCycle CEO Paul Hartge. “With the addition of Jim to our team, we are committing to a technology approach to improve our service delivery and keep



Jim Schneider

rising labor costs in check by improving the team’s productivity.”

With its U.S.-based team, RevCycle Partners has become one of the largest providers of outsourced RCM services in the eyecare industry. RevCycle Partners serves eyecare practices across all 50 states, on all the major leading software platforms, including Eyefinity, OfficeMate, RevolutionEHR, CrystalPM, Acuity Logic, Compulink, Acuitas and Eye-CloudPro. ■

SHOW SHOTS



1. NHL Vegas Golden Knights defenseman and Oakley ambassador Nicolas Hague wearing Oakley's clear shield, with its Prizm Lens Technology, which was just approved by the NHL for all players to wear. Hague was at the booth for a meet and greet with attendees.

2. Optometry Giving Sight hosted the Beacon of Light Dinner at Mercato Della Pescheria on Wednesday evening. Optometry Giving Sight's Dr. Susan Cooper and Dr. Juan Carlos Aragon greeted guests at the dinner.

3. The event recognized the many supporters of OGS, an organization that works around the world to meet both immediate and long-term needs of communities without access to eyecare. (L to R) Bill Scott of Jobson's ECP Business Services Group with Zeiss' Andrew Hyncik and Robert Spirito.

4. Trudi Charest, the co-founder of Marketing4ecps, a digital marketing agency focused on building digital ads for ECPs, was the guest speaker at the Optical Women's Association Connection Series.

5. National Vision's (L to R) Amy Jantz, EssilorLuxottica's Sherianne James, and VSP's Dana Schwarzingler with panel moderator Trudi Charest at the OWA Connection Series.

6. Treehouse Eyes launched its 2-day T.H.E. summit with a reception at Caesars Palace. Treehouse Eyes' Dr. Gary Gerber (c) with Euclid Systems' Kellie Wesley (l) and Christie Yee.

7. Warren Modlin, Hoya Vision Care catches up with Layna Mendlinger, Visioneering Technologies, at the Treehouse Eyes reception.



1. Can you say pent up demand? When Expo opened its doors yesterday the Show Floor filled up quickly.
2. ABB Optical Group sponsored a Happy Hour Beverage Cart yesterday afternoon and apparently there were a lot of thirsty attendees.
3. “The Optical Metaverse,” an interactive overview of the metaverse from the unique perspective of multiple panelists, moderated by Charlene Nichols, addressed why the time to embrace the Metaverse is now.
4. During a session on sustainability, panelists representing various sectors within the industry discussed the measures they are taking to reduce waste, lower their carbon footprint, advance recycling initiatives and promote ways for eyecare providers to do the same at the practice level.
5. The Contact Lens Institute and The Vision Council presented their latest research findings. Alysse Henkel (l) and Kris Stevens from The Vision Council’s market research team broke down the data.
6. Donning some very cool Ray-Bans at the EssilorLuxottica booth are EssilorLuxottica’s Ludovic Ladrety (l) and Sherianne James (r) with Vision Monday’s Marge Axelrad.
7. Coburn Technologies’ Alex Incera greeted Expo attendees who came to see the company’s innovative Lens Spectrum Prismatic Lens Blocker and its new Automated Post Polishing System.



SHOW SHOTS



1. Carl Zeiss Vision's Jens Boy, during a very busy first day of Vision Expo.
2. OneSight's Becky Palm is very excited about getting the word out about taking care of your vision.
3. The Transitions team was hard at work at the booth. (L to R) Kayla Worthy, Elizabeth Wales and Isabelle Tremblay.
4. In support of Shamir's sponsorship of the Alpine Formula One racing team, Shamir's Raanan Naftalovich shows off a miniature racer's helmet.
5. Hoya's Eduardo Martins was well prepared to tell attendees about the company's new MySV Experience.
6. The ImageWear team working the Nouveau Booth included (l to r) Teri Fittz, Miguel Ramos, Matthew Miller and Jani Burke.
7. Haag-Streit's Garrett O'Connell proudly displays the FX-920, the world's first exam chair with full-power tilt.



De Rigo and Roberto Cavalli Announce Agreement for Roberto Cavalli and Just Cavalli Eyewear

LONGARONE—The De Rigo Group and Roberto Cavalli have announced the signing of a licensing agreement for the design, production and global distribution of Roberto Cavalli and Just Cavalli eyewear collections. Positioned in the premium-quality segment, Roberto Cavalli Eyewear features boldly glamorous aesthetics and stands out for its excellence in terms of quality, innovation and experimentation. The Just Cavalli collection includes contemporary, personality-driven styles marked by innovative materials and sophisticated graphics.

Michele Aracri, managing director at De Rigo Vision, said, “We are proud to embark on this wonderful partnership with Roberto Cavalli, one of the most famous Italian luxury brands in the world, which has added significant value to our portfolio. Under the creative guidance of Fausto Puglisi, we will create



striking, high-quality eyewear collections featuring a unique design, refined materials, and exclusive processing techniques.”

Ennio Fontana, general manager at Roberto Cavalli, said, “De Rigo’s production excellence and business capabilities are key assets at this important phase of development of the Roberto Cavalli and Just Cavalli brands. A partnership with De Rigo, with

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its experience and know-how, will allow us to interpret the uniqueness of our brands and accelerate their international expansion through widespread, quality distribution.”

The Roberto Cavalli and Just Cavalli collections will include both sun and optical styles and will be available from 2023 in leading optics stores, Roberto Cavalli boutiques, and at robertocavalli.com. ■

Marchon and Paul Smith Sign Exclusive Licensing Agreement for Eyewear

NEW YORK and LONDON—Today, Marchon Eyewear and Paul Smith announce they have entered into an exclusive, long-term global licensing agreement. Marchon was previously responsible for the distribution of Paul Smith eyewear in North America. Under this new partnership, Marchon will now oversee the design, manufacturing and global distribution of the brand’s eyewear collection beginning January 2023.

Paul Smith sun and optical styles will be designed with a classic yet modern approach, with a focus on craft and attention to detail—featuring the distinct signature styling and the organic color palette Paul Smith is known for. Customers can expect to see a mix of contemporary shapes with

timeless detailing and classic design attributes, lightweight, and crafted with high-quality materials for both men and women. The new Paul Smith eyewear collection will be sold globally through select optical retailers, department and specialty stores, Paul Smith retail locations, and online at www.paulsmith.com and in the U.S. on www.eyeconic.com.

Thomas Burkhardt, president of Marchon Eyewear, Inc., said, “Marchon is very proud to partner with Paul Smith, an iconic brand with timeless styling. We look forward to contributing to the brand’s future growth around the world, while strengthening our offering within the luxury eyewear segment. The new collections will be offering new eyewear styles that will uniquely cap-

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Paul Smith

ture the essence and exceptional quality of the Paul Smith brand.”

Ashley Long, managing director at Paul Smith, said, “We are delighted to be embarking on a new global eyewear partnership with Marchon. Harnessing their expertise in manufacturing and distribution and bringing our own unique approach to design and creativity, we have every confidence it will be a prosperous collaboration.” ■

Eyes of Faith Continues to Change Lives

When Jim and Amy Schneider launched Eyes of Faith 13 years ago, they had a goal of not just helping people see better, but changing the lives of others. They never imagined their journey would lead them to Point Hope Village in Ghana and a partnership with one of America's most beloved radio personalities, Delilah.

"Our purpose was to give back in a meaningful way," said co-founder of Eyes on Faith, Jim Schneider. He and his wife hosted Delilah for a special presentation and meet and greet at the show. He said working with Delilah has allowed them to continue to expand their reach, helping people in need of new homes in some of the world's most underserved areas.



(L to R) Jim Schneider, Delilah and Amy Schneider at the OptiCon General Session: A Conversation with Delilah, sponsored by EssilorLuxottica, Eyes of Faith Optical and OneSight.

"We are serving orphans and widows and bringing them shelter," he said, adding this encompasses the vision they had for the brand, and with Delilah's help, has allowed them to 'tell the story' of their brand and con-

tinue to reflect hope with every new patient.

This is what motivated Delilah to become a part of this journey. She said she was immediately drawn to the good things Eyes of Faith were doing. "Eyes of Faith believes in creating a good quality product while expressing your faith. They have a heart for missions and a heart for helping people," she said.

"I have a heart for helping those who are less fortunate. We are helping people that are living on less than \$2 a day," she said, adding that coming to Vision Expo West is a great opportunity to help the communities she works in. "Any time I can get in front of an audience and share my faith and a better tomorrow for kids, I'm there." ■

The Show Continues With Trailblazing Trends, Innovations and Opportunities for Connection

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At 12:30 pm, Bausch + Lomb will present "A New Solution to an Old Problem (Biotrue Hydration Plus MPS)," followed by MacuHealth's presentation on "Vitreous Antioxidants and Vitreous Floaters."

From 2:00 pm-2:30 pm, the Young ODs of America (YODA) will host a panel discussion about building tomorrow's practices. They will explore innovative ways to hire

and get hired.

The EYE2EYE Series returns at 2:45 pm on Friday with "Virtual Reality for Vision Therapies," an exploration of how the latest advances in VR and AR are powering multi-sensory learning disability screening, diagnostic and therapy tools, for multiple visual/learning disorders. Friday's schedule will conclude at 3:30 pm with a panel presented by the National Optometric Asso-

ciation (NOA) focused on addressing racial disparities.

On the party scene, The OWA Annual Networking & Raffle returns in-person this evening from 5:30 to 7:00 pm. This event is a great opportunity to catch up with friends and colleagues while enjoying a traditional raffle and silent auction. The collection of Items has been generously donated by OWA's Professional Development Sponsors. ■

Question of the Day

Continued from page 1



Ashley Atencio, OD
Look Out Eyecare
San Antonio, Texas

"I just bought a practice and I am looking to revamp the current practice. We want to make it our own so I am 'window shopping' for new technology and figuring out how to incorporate it into the practice."



Jessica Griego, CPOA
Accent on Vision
Albuquerque, New Mexico

"We are here for the education of the staff. We are looking to improve patient care and looking for new equipment. It's also good for team building to have the staff together outside of the office."



Clive Lattibeaudiere, Optician
Optical City
Sunrise, Florida

"I want to check out what's new. It's a lot better being able to touch something rather than looking online. Glasses are something that have to be seen and touched. Detail is important." ■